

CLAIMS

What is claimed is:

1. An system for displaying an electronic advertisement having advertisement content, said system comprising:
  - a communication network;
  - a terminal having a display device, said terminal configured to receive information through said communication network; and
  - a content source configured to transmit main content and a play script to said terminal through said communication network; whereinexecution of said play script by said terminal controls the play of said advertisement and the display of said main content by said display device.
2. The system of claim 1, wherein said content source is further configured to transmit said advertisement content to said terminal through said communication network.
3. The system of claim 1, further including an advertisement source configured to transmit said advertisement content to said terminal through said communication network.
4. The system of claim 1, further including an advertisement source configured to transmit said advertisement content to said content source through said communication network.
5. The system of claim 1, further wherein said terminal is configured to display said advertising content over a portion of said main content.
6. The system of claim 1, further wherein said terminal is configured to display said advertising content upon the occurrence of a play triggering event.

7. The system of claim 1, further wherein said terminal is configured to remove said advertising content from display upon the occurrence of a removal triggering event.

5 8. A system for displaying an electronic advertisement having advertisement content, said system comprising:

a communication network;

a terminal having a display device and browser software; and

a Web server configured to transmit main content and said advertisement content to said terminal through said communication network; wherein

10 said main content is displayed in a first display layer of a window, and

said advertising content is displayed in a second display layer of said window.

15 9. The system of claim 8, further wherein said terminal is configured to execute a single source code to control the play of said advertisement and the display of said main content.

10 10. The system of claim 8, further wherein the terminal is configured to prevent user access to a portion of said first layer upon the display of said advertising content in said second display layer.

20 11. The system of claim 8, further wherein said terminal is configured to display said advertising content upon the occurrence of a play triggering event.

25 12. The system of claim 8, further wherein said terminal is configured to remove said advertising content from display upon the occurrence of a removal triggering event.

13. A system for playing an electronic advertisement having advertisement content, said system comprising:

a communication network;

a terminal having a display device and browser software;

5 a Web server configured to transmit main content to said terminal through said communication network; and

an advertisement server configured to transmit said advertisement content to said terminal through said communication network, wherein

said main content is displayed in a first display layer of a window, and

said advertising content is displayed in a second display layer of said window.

10 14. The system of claim 11, further wherein said terminal is configured to execute a single source code to control the play of said advertisement and the display of said main content.

15 15. The system of claim 11, further wherein the terminal is configured to prevent user access to a portion of said first layer upon the display of said advertising content in said second display layer.

16, 17 20 16. The system of claim 11, further wherein said terminal is configured to display said advertising content upon the occurrence of a play triggering event.

17. The system of claim 11, further wherein said terminal is configured to remove said advertising content from display upon the occurrence of a removal triggering event.

18. A method for playing an electronic advertisement having advertisement content on a user terminal having a display device, said method comprising:

transmitting main content, said advertisement content and a unified play script to said user terminal over a communication network; and

by said user terminal, executing said play script to control the playing of said advertisement and the display of said main content.

19. The method of claim 18, further including displaying said advertising content upon the occurrence of a play triggering event.

20. The method of claim 18, further including removing from display said advertising content upon the occurrence of a removal triggering event.

21. The method of claim 18, further including, by said user terminal, preventing a user operating said user terminal from accessing said main content when said advertisement content is being displayed.

22. A system for calculating a charge to be assessed to an advertising client for the playing of an electronic advertisement, said system comprising:

a communication network;

a computer having a computer readable storage medium; and

a terminal having a display device, said terminal configured to collect play tracking information and to transmit said play tracking information to said computer through said communication network, wherein

said computer readable storage medium is encoded with advertising rate information and play tracking information.

23. The system of claim 22, further wherein said computer is configured to transmit a bill indicating said charge to said advertising client.

24. The system of claim 22, further wherein said computer is configured to periodically calculate said charge based on said advertising rate information and said play tracking information.

25. The system of claim 22, further wherein said computer is configured to calculate said charge based on said advertising rate information and said play tracking information for each playing of said advertisement.

26. A method for charging an advertising client for playing of an advertisement on a user terminal, the method comprising:

by said user terminal, collecting play tracking information for a playing of said advertisement;

by said user terminal, transmitting said play tracking information to a play tracking computer;

by said play tracking computer, calculating a charge based upon said play tracking information.

27. The method of claim 26, further including transmitting a bill indicating said charge to said advertising client.

28. The method of claim 26, further wherein said play tracking computer calculates said charge periodically.

29. The method of claim 26, further wherein said play tracking computer calculates said charge for each playing of said advertisement.

30. A method for playing an electronic advertisement having advertisement content on a user terminal having a display device, said method comprising:

transmitting main content, said advertisement content and a play script to said user terminal over a communication network;

verifying a code associated with said advertisement before said advertisement can be played; and

by said user terminal, executing said play script to control the playing of said advertisement and the display of said main content.

31. The method of claim 30, wherein said code is a registration code.

32. The method of claim 30, wherein said code is an expiration code.

33. The method of claim 30, wherein said code is an identification code.

34. The method of claim 30, further including displaying said advertising content upon the occurrence of a play triggering event.

35. The method of claim 30, further including removing from display said advertising content upon the occurrence of a removal triggering event.

36. The method of claim 30, further including, by said user terminal, preventing a user operating said user terminal from accessing said main content when said advertisement content is being displayed.

5 37. A computer readable medium having computer executable instructions encoded thereon, said instructions for:

retrieving advertising content associated with an electronic advertisement and main content associated with a main content source;

displaying main content on a terminal having a display device;

10 detecting the occurrence of a play triggering event;

playing said electronic advertisement on said terminal upon the occurrence of said play triggering event; and

removing said electronic advertisement from display on said terminal.

15 38. The computer readable medium of claim 37, said computer executable instructions further for collecting play tracking information.

39. The computer readable medium of claim 37, said computer executable instructions further for disabling user access to a portion of said main content during playing of said advertisement on said terminal.

20 40. The computer readable medium of claim 37, said computer readable instructions further for detecting the occurrence of a removal triggering event and wherein said electronic advertisement is removed from display on said terminal upon the occurrence of said removal triggering event.